

THE GLEICHEN CALL

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WEDDING

JONES-BENNETT

Gleichen United Church was the scene of the afternoon ceremony on August 20th, when Miss Marion Joan Bennett, younger daughter of Mr. and Mrs. Charles Victor Bennett of Gleichen, became the bride of Mr. Joseph Robert Jones, youngest son of Mr. U. A. Jones of Gleichen.

Rev. Wm. Morrison read the marriage lines of the double-ring ceremony before an altar massed with summer flowers and calla lily foliage.

The bride, given in marriage by her father, wore a gown of white satin fashioned with a flared peplum falling softly into a short train. Her fingertip veil was of Chantilly lace, matching the yoke and lily-point sleeves of the gown. She carried a white Bible on which a white orchid rested.

As matron of honor, her sister, Mrs. Harry Muller, wore a waltz length gown of tulle net and lace over satin with matching small hat. Her bouquet was of blue carnations.

Mrs. J. C. Kilcup played the wedding music. During the signing of the register, Mrs. J. A. MacArthur rendered the solo, "A Wedding Prayer."

Mr. Bill Stair was the best man and Mr. Harry Muller and Mr. Edwin Kulsky ushered the guests to their places.

In the early evening, the reception and open house were held at the home of Mr. and Mrs. Harry Muller, where a buffet dinner was served to 80 guests. Rev. R. J. Crocker proposed the toast to the bride, responded to by the groom. The wedding party then left for Calgary for photographs under a barrage of confetti, rice and good wishes of those gathered.

For travelling to Banff and Great Falls, the bride donned a powder blue linen ensemble with white accessories and white orchid corsage. On their return Mr. and Mrs. Jones will reside at Gleichen.



Vivacious Irene Andrian, popular Montreal singer, and Pat Morgan, talented Vancouver baritone, recently were named the final winners of the CBC "Pick the Stars" show. Two cheques of \$1,000 each were presented to the young stars by Wm. McLean, (centre) president of Canada Packers, sponsors of the program. They will appear on a non-competitive show during the next few months.

Town And District

Garry James is spending his holidays at Black Diamond visiting his cousin.

A large number of Gleichen football fans attended the game in Calgary Saturday night. They report having seen a splendid game.

Swathing has started in the district and by the end of the week will be general. Some of the outfits run all night.

Vernon, Lorraine and May Hoff have gone to Houston, Texas to attend the International Lutheran convention being held in the Texas State College. They expect to be away several weeks.

Rinky Clifford has moved in from Mossleigh and has taken charge of the Pioneer elevator. His father, R. C. Clifford, operated the elevator for many years has now retired.

Mrs. N. Sherback returned last week after having visited her sister in Montreal. The two ladies paid a visit to New York city and other points in the States.

Robert I. Stirling, a guest at Eventide Home for the past couple of years died Friday morning at the age of 69 years. He is survived by a wife and several children. G. W. Evans shipped the remains on Saturday morning's train to Maple Creek, Sask., for burial in the family plot.

For the past week four caterpillar tractors have been busy building an earthen dam across the river above the dam at Carceland. The dam on the Carceland side of the river connects with an island and blocks up about half of the river. This cement dam has been badly damaged by the running water and has to be repaired. The earthen dam above the cement dam is to shut off the water to permit repairs being made. For the past several days this dam has been within some 30 feet of the island and the cats pile up great piles of earth then work three abreast push the heap into the running water. As fast as the earth is pushed in the fast running water, the water gouges out a like amount of earth on the island which is mostly sand and silt. This gap may be plugged by the time this appears in print.

Boarder: "It's disgraceful, Mrs. Skinner. I'm sure two rats were fighting in my bedroom last night." Mrs. Skinner: "So. What do you want for \$4 a week? Bull fights?"

The money lost from insects on one farm would be plenty to build a good granary for that farm, say Alberta Field Crop Officials. Farmers are reminded when building a new granary to keep in mind the problem of sanitation. Obviously, fumigation will be an important part of sanitation in storing grain. In a recently published bulletin "Grain Storage on The Farm," several points are brought out. It is suggested bins be lined with water-proof or oiled paper which will aid in the retention

of gas. Ventilators should be of the type that are easily sealed for fumigation. Green lumber is not recommended for building granaries. If, however, it is used the paper lining of bins will prevent the grain contacting the lumber, and, at the same time, will prevent leakage of grain through cracks. The officials advise that large bulk fumigants, example Dow-fume EB-5, are most satisfactory for fumigating infected grain on the farm. Grain storages of lumber or plywood are satisfactory when properly designed and constructed. Storages of this type can be built at a very reasonable cost.

For some time there have been rumors that a change might eventually be made in the unit of flour measurement which has always been used by Canadian millers. Now comes word that the principal Canadian flour mills may shortly follow the example of the U. S. in doing away with what is generally regarded as an out-dated inconvenient unit, the 96 pound barrel. If they do, they will adopt the decimal system of packing flour in larger sizes. At present quotations are based upon such fractions of the barrel as 98 pounds and 49 pounds which would then become 100 pound and 50 pound lots. In use for some time have been the 10 pound bags and eventually, no doubt, the decimal system would be used for other smaller sized packages as well. Any change such as this which involves a unit of measurement usually takes years to bring about, for time-honored and well-established systems, whatever they are die hard. But should the example be set by the larger mills, which account for approximately 80 per cent of the millings capacity, there is little doubt, that the proposed change will find general acceptance in Canada; and so is likely, before long, to pass the old familiar term: barrel of flour.

Australia with about half the population of Canada, has since the Second World War accepted just about the same number of immigrants.

Every week more than 1,500,000 eggs are received at the warehouse of just one supermarket chain in Montreal.

The eight locks of the Welland

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Canal's 28 mile length lift or low-ply between Port Weller and Port
er ships a total of 325 feet as they Colborne.

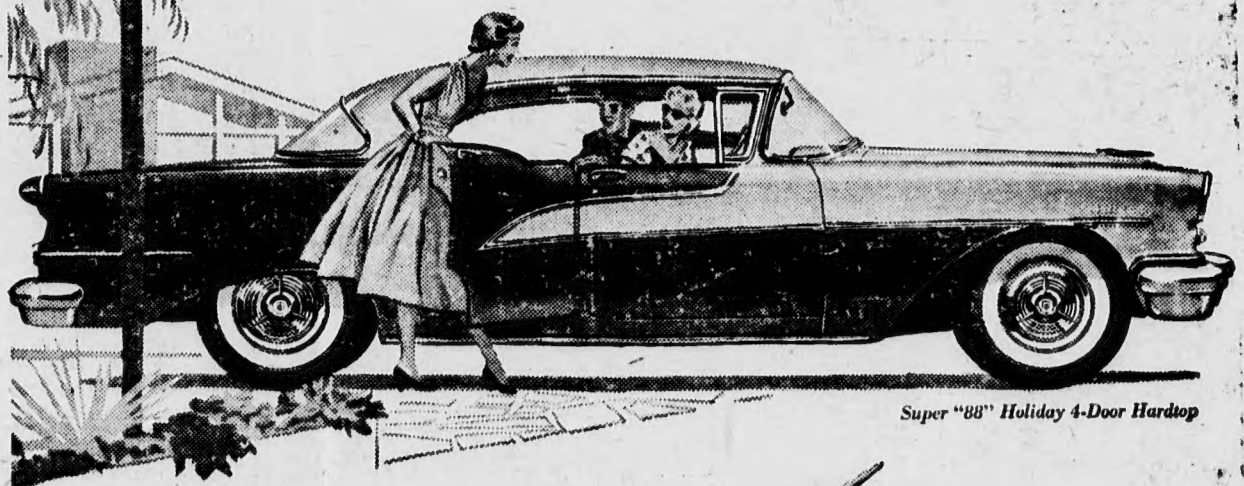
Crop Damage Regulations

If crop damage is only local a game officer or member of the R.C.M.P. may issue a permit authorizing killing of crop damaging birds on an area up to two square miles. Although each permit may cover not more than two square miles, there is nothing to prevent a game officer from issuing several such permits for adjoining areas, if necessary. The object of those permits is to enable quick action to be taken in limited areas, without having to refer the matter to the provincial capital.

A local permit authorizes farmers, i.e., owners, tenants and managers of farms in the area and their employees to kill birds damaging crops. It does not authorize any person to go on the farm and shoot birds without the permission of the farmer. The word "employee" means, in this case, any person whom the farmer engages to help him protect his crop; it includes his hired man, members of his family, and neighbors, friends others whom the farmer asks to go on his fields and shoot birds which are damaging his crops.

Before issuing a local permit, the game officer should satisfy himself that there actually is a crop damage problem. Often this can be done by personal inspection, but sometimes an immediate personal visit to the farm is not practicable. The game officer may perhaps receive the complaint by written message or by telephone. He may, if necessary, issue the permit by telephone, making sure the dates and the area covered are clearly stated; in that case he should deliver a written permit as soon as possible, and should also take the first opportunity of making a personal inspection to note the extent of damage and the use being made of the permit. It will often be desirable to issue separate permits for different crops. (Continued on last page)

Never easier than now to STEP UP TO OLDS!



Super "88" Holiday 4-Door Hardtop

Make this your "Step Up Week"—the week you step up from the ordinary into an Oldsmobile. From a price view it's a smaller, easier step than you think. From every other viewpoint it will be the most wonderful step of your life. Come see the cars we're talking about. There's everything from the revolutionary 4-Door Holiday Sedans to the dashing, youthful 88's. And each has the scene-stealing beauty that puts you ahead of the crowd in style, comfort and pleasure.

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88-98



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C-1788C

A GENERAL MOTORS VALUE

OLDSMOBILE

Gleichen Motors

Canada's weekly newspapers backbone of country life

Canada's 963 weekly newspapers, with a combined circulation of 2,475,140, are the back-bone of Canadian country life according to the July issue of Liberty magazine.

Appearing under the title "Canada's Cracker-Barrel Oracles," this Liberty study by former Brampton Peel Gazette reporter Robert Webb finds that "editors of weekly newspapers have, naturally, advanced from the frontier-days pistol-in-one-hand, pen-in-the-other crusader whose hand-operated press turned out stinging editorials. But that editorial spirit of poking gentle fun at local celebrities, getting public support for community endeavors, and whipping civic officials into action, hasn't yet been tossed in the hell-box."

A survey made among weekly newspaper editors disclosed some interesting facts. According to Liberty, 95 percent have served as president of their local Chamber of Commerce or Board of Trade; 45 percent have been mayor or reeve or held other high public office in their community; 91 percent work an average of 55 hours weekly; 23 percent reported personal incomes of over \$5,000 annually; and many of them are university graduates.

What is the weekly newspaper's most widely read feature? Cec Hacker, editor-publisher of the Abbotsford, Sumas and Matsqui, B.C., News, says its the Livestock Sale Column of the classified page, while George Murray, owner of the 3,100 circulation Pictou, N.S., Advocate, says his women's column, Ann Advocate Says, is his most widely read page. It's written by his wife, who was voted Canadian Weekly Newspapers As "Mrs. Weekly Editor" at the association's annual convention last year.

But if the editors of Canada's weekly newspapers disagree on what constitutes their most widely read feature, they are all in accord with Mrs. Helen (Corky) McCorquodale, editor of Alberta's High River Times, who defines the aim of the weekly newspaper in this fashion:

"The principle by which most papers, small or great, seem to be guided is to make the community a happy, congenial, law-abiding place; to emphasize the good rather than the bad; and to be as accurate as humanly possible in matters of moment—especially the middle initial of a faithful correspondent."

"Canada's Cracker-Barrel Oracles" in the July issue of Liberty is a very special salute to a very special Canadian enterprise—the weekly newspaper—and the

men responsible for them, their editors.

"There are few millionaires among the weekly newspaper editors and publishers," Bill Cranston of Midland has stated. "Yet there are few men and women who so well deserve the label 'free enterprisers' with a special emphasis on 'enterprise.'"

Cancer risk greater for men

WASHINGTON.—Men run a 60 percent greater risk of getting all but three types of cancer than do women, according to a National Cancer Institute survey, reports the United Press.

Dr. John R. Heller, institute director, said the survey found that only cancer of the breast, reproducing organs and certain endocrine glands appeared more often among women than men.

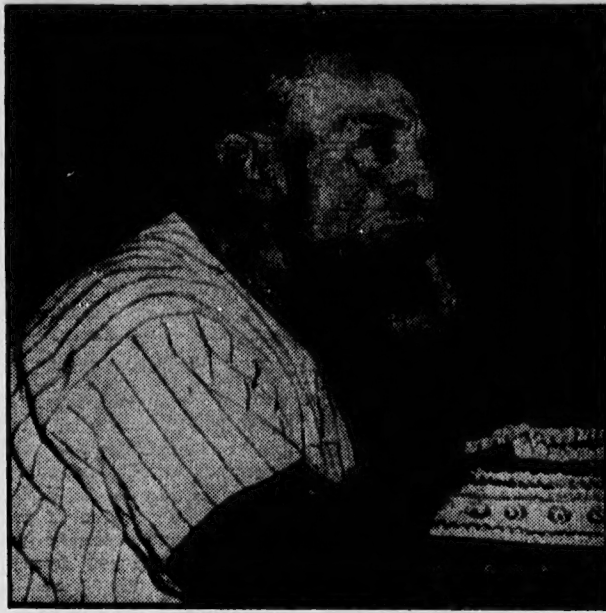
It showed that cancer of the lung and bronchial tubes occurs more than five times as often among men, and cancer of the larynx 12 times more frequently. The institute suggested that a difference in daily environment may account for the difference in the cancer rates.

The survey also showed that the likelihood of cancer increases with age.

The institute said men appear more susceptible to cancer in the first 20 and last 20 or 30 years of a usual lifetime, while there's a higher rate of cancer among women during the child-bearing years.

In women, nearly half of all cancers originate in the reproductive organs and nearly one-fourth in the digestive system and one-eighth in the reproductive organs.

The survey represented a statistical analysis of 42,000 cancer cases in 10 large cities—Atlanta, Birmingham, Dallas, New Orleans, San Francisco, Denver, Chicago, Detroit, Philadelphia and Pittsburgh. The cities were checked in 1937-39 and again 10 years later.



GOO!—O! Case is NOT in his second childhood, despite the finger-in-the-mouth pose. That's just a quick way to sample the frosting on his 64th (or is it 65th?) birthday cake at Yankee Stadium, New York City. The peppery Yankee manager celebrated his 65th (or is it 64th?) birthday by announcing a Yankee rebuilding plan that could take two or three years to realize. (The record book says he's 65—his wife says he's 64.)

Collar bone is bone most often broken says St. John Ambulance

What's the easiest bone to break in the body?

Apparently it's the collar bone. At least it's the bone that gets broken the most, says St. John Ambulance.

A broken collar bone is usually caused by a fall when you try to protect yourself by throwing out your arm. The shock travels up your arm and breaks the weakest point—the collar bone.

It's not too difficult to tell when someone has a fractured collar bone. The injured person will hold his arm rigidly against the side of his chest and complain of any movement. If you run your fingers gently along the collar bone you will come to one spot which is exquisitely tender.

What should you do? First of all, don't move the arm. Stragely enough, the muscles attached to this bone will keep it adequately splinted providing the arm is not moved. To help nature along you can put the forearm in a sling and bind the upper arm to the side of the chest. Then get the injured person to a doctor.

Next to the collar bone, the easiest bone to break is the wrist, and for the same reason—taking a fall on an outstretched hand. The person who has broken his wrist will usually be found carefully supporting the injured limb with his other hand. Visible deformity, marked tenderness over the site of the fracture, and unwillingness to use the arm and hand, make the diagnosis easy.

St. John's Ambulance recommends these first aid measures: steady the injured forearm by firmly pulling between fingers and elbow; apply a splint from knuckles to elbow (a simple way is to fold a newspaper and lay it along the palm side of the hand and forearm, or put a folded magazine around the forearm and wrist), fasten the splint se-

curely by bandages at either end, plus one on each side of the fracture, support the forearm in a sling.

One thing to remember, if you are not sure whether it is a fracture or not, treat it as one.

ANIMALS UNHARMED 5 MILES UP

INTERNATIONAL FALLS, Minn.—A contented little colony of mice and guinea pigs returned to "home base" Wednesday after munching on carrots and potatoes high in the stratosphere, reports Associated Press.

Many of the 40 little animals that soared to 125,000 feet above Minnesota and North Dakota in a sphere attached to a research balloon, were scheduled to take off on another air conditioned flight into space.

The animals are being used in a series of test flights launched here by Winzen Research Inc., of Minneapolis, for the U.S. Air Force.

The balloons are being sent aloft to study the effects of cosmic radiation at high altitudes. The animals and instruments carried by the big plastic balloon were unharmed when they parachuted to earth near Crosby, N.D., after a 26-hour flight.

Canada to operate world's biggest reactor next year

OTTAWA.—The government says Canada next year will be operating the world's best experimental atomic energy reactor, Canadian Press reports.

The new \$40,000,000 NRU reactor, now under construction at Chalk River, is described in these terms in a new booklet published by Atomic Energy of Canada Ltd., crown company in charge of atomic research in this country.

The booklet, released here, says NRU, code name for the new reactor, "will be the finest nuclear engineering test facility in existence."

It also discloses that NRU will be five times as powerful as the famed NRX atomic pile which went into operation in 1947 and has suffered two breakdowns since that time.

The booklet, outlining atomic research in this country, was prepared by the crown company for distribution at the international conference on peaceful uses of atomic energy in Geneva Aug. 8-10. The conference was attended by 20 Canadian delegates.

The power at which NRU will operate and other newly developed research facilities will permit scientists to perform tests that cannot be duplicated by reactors in any other friendly country.

Trade Minister Howe told the Commons July 15 that Canada already has been asked to perform many new-type experiments on NRU for the United Kingdom and the United States.

The booklet says NRU, scheduled to go into operation in June, 1956, will have a power of 200,000 kilo-watts. This compares with

40,000 kilowatts developed by NRX.

The booklet also discloses that NRU will use 43 tons of heavy water valued at more than \$5,160,000. NRX uses 18 tons worth about \$2,160,000.

Produced by a highly technical electrolytic process at the Trail, B.C., smelter plant, heavy water is used in atomic reactors as a control agent and a coolant. It does not absorb at a high rate neutrons given off in the atomic fission process. Such absorption of the neutrons would stop the pile from operating.

GEMS OF THOUGHT

REST AND RELAXATION

Goodness and benevolence never tire. They maintain themselves and others and never stop from exhaustion. —Mary Baker Eddy

Absence of occupation is not rest. —William Cowper

There is no mortal truly wise and restless at once; wisdom is the repose of minds. —John Caspar Lavater

The holiest of all holidays are those kept by ourselves in silence and apart, the secret anniversaries of the heart, when the full tide of feeling overflows. —Longfellow

A perpetual holiday is a good working definition of hell. —Bernard Shaw

Repose is a good thing, but boredom is its brother. —Voltaire

Hot-Water GINGERBREAD

Grease an 8-inch square cake pan and line bottom with greased paper. Preheat oven to 325° (rather slow). Mix and sift three times 2 c. once-sifted pastry flour (or 1 1/4 c. once-sifted all-purpose flour), 2 tps. Magic Baking Powder, 1/4 tsp. baking soda, 1/2 tsp. salt, 1 tsp. ground ginger, 1/2 tsp. ground cinnamon and 1/4 tsp. grated nutmeg. Cream 5 tps. shortening; gradually blend in 1/2 c. lightly-packed brown sugar and 1/4 c. molasses; add 2 well-beaten eggs part at a time, beating well after each addition; stir in 1/2 tsp. grated lemon rind and 1/4 tsp. vanilla. Add flour mixture to creamed mixture about a third at a time, combining lightly after each addition; gently stir in 1/4 c. boiling water. Turn into prepared pan. Bake in preheated oven about 45 minutes.



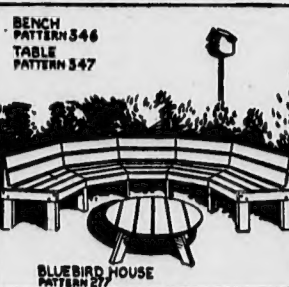
Always Dependable

Home Workshop

Welcome visitors to your home with this street and number sign which is cut out of hard-board or 1/4-inch outdoor plywood. The entire picture is traced directly to the material ready for sawing. Then comes the painting which is



done with a dull finish black paint to simulate metal. The two arriving guests are three inches tall; and a complete alphabet with numerals for addresses any length are in correct proportion. Everybody admires this attractive sign whether attached to the house or mounted on a post. Every thing is complete on pattern 446, copy of which will be mailed for 35c.



This bench is made of identical sections which may be added as needed for a large group. They are bolted together to form a semi-circular bench with the table within easy reach of all. The bench and table are made from standard widths with a cut to the right lengths with hand saw. Except for the table top for which a compass saw costing about a dollar will be needed. All units are put together with hammer and nails. Paint the joints to avoid rot and the finish may be painted or some natural stain. Order patterns by numbers and enclose 50c for each. The Lawn and Garden Packet contains five patterns of other useful outdoor pieces. Price of packet is \$1.50 postpaid.

Address order to: Home Workshop Pattern Service, Department P.P.L., 4433 West Fifth Avenue, Vancouver, B.C.

Some fish can change their color rapidly.

GROWING CITY

Edmonton, Alberta, symbolizes the phenomenal growth of western Canada. Before 1900 it was little more than a trading post. Now, in the grip of an oil and natural-gas boom, it is one of Canada's fastest growing cities. Each month 1,200 new residents add to the population already beyond the 200,000 mark.



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OUR COMPLETE SHORT STORY—

What do you think?

By ALAN TAYLOR

WAS it love or a matter of business? I've made up my mind but you'll have to make up your own.

Let's start with this thing called love. To hear the young folks talk you'd think it was something invented special for them. Well, if they're thinking about spooning in a parked car or holding hands on the sofa maybe it is. But that isn't the kind of love I have in mind.

The kind I'm thinking of reaches way down inside. It's deep and peaceful like a pool covered with lily pads.

That's the kind the sentimentalist says came to Bill Hendricks after he settled in our town to open a bakery store. On the other hand the more material minded said it was just a smart trick on Bill's part and love had nothing to do with it. This kind would look sly as if they knew everything about everything. "That Hendricks chap is pretty smart," they'd say.

Like I said, after you hear what happened you can make up your own mind. And after you do I think I'll know more about you than I do now.

It started when Bill found nobody would buy his pies. After he'd given them to the "Orphan's Home" for two weeks he began to think something queer was going on. He knew there was nothing wrong with his pies because he used the best ingredients and prided himself on knowing how to put them together. His cakes and buns sold like all get out to add to the mystery. Bill hated mysteries so next time Fanny Graham came in he questioned her.

Fanny kept house for old Doc Williams and knew everything that was worth knowing in Pleasantville and a lot that wasn't.

Bill put on quite a sales talk about his pies. He explained what was in them and how he made them to the last degree of oven temperature. Fanny was sure they were delicious but didn't offer to buy. Bill scratched his head and adopted different tactics. He said, "Mrs. Graham, what in heck's wrong with my pies?"

"Oh, I'm sure there's nothing wrong."

"Then why don't folks buy them?" exploded Bill.

Fanny smiled in a pitying way. "Well, most folks buy from Hannah."

After Fanny had gone, Bill phoned Ed. Peavy at the Bugle. When he quit listening to Ed he knew as much about Hannah as anybody in town.

He knew she baked pies in her kitchen and toted them on a little red wagon that Mark Shannon, the blacksmith, had built special. "Yep," Ed said, "I remember when she came from Ireland. Worked for the Fairchilds before they moved to the city, then she kept house for Judge Benton till he died and left her the cottage on Maple Street. Took to baking

pies and mothering all the boys in town. No, never did marry. Had plenty of offers though. Said she didn't love none of us in a marryingway but I suspect she was too busy looking after other folk to find the time."

Bill lay awake longer than usual that night. A bachelor and turned fifty he wasn't a grasping man but figured he was entitled to a share of the pie trade. That's way he put sign in the window next day announcing a price cut. Then he sat back and waited. Next day the sign said "Half Price." He sat and waited some more but when he looked up he was desperate. Desperate enough to phone Fanny and ask her right out why she bought Hannah's pies instead of his. He detected a chuckle in Fanny's voice.

"Well, it's kind of hard to explain to a man," she said.

"Try," pleaded Bill.

"When Hannah calls around us women pay for more than just a pie. We get a piece of sunshine, too."

Bill's bushy brows shot up. "Sunshine?"

"Yes, she leaves some of it everywhere she goes." Then, as though it were an afterthought, "Besides there's always time for a little gossip."

Bill quit making pies and spent the time thinking hard on what Fanny had said.

When Hannah showed Bill into the little parlour he took an immediate dislike to his own room. The Dresden and Wedgwood started it off. The wingchair and glowing coals finished it. Looking into twinkling blue eyes he knew he shouldn't have come. Nevertheless, after clearing his throat he moved to the attack. He pointed out how tiring it must be having to pull a wagon all over town and wouldn't it be much easier if she sold to him at wholesale.

Hannah smiled and Bill had a premonition of defeat. "If a body enjoys doing it, it can't rightly be called work, can it now?"

Bill could only clear his throat. "I love to bake," Hannah went on, "and as for pulling the wagon, sure and that's just visiting, and what woman doesn't like that?"

Bill coughed. Things weren't going right.

"I'm lucky," Hannah said. "Most women don't get time for visiting."

Bill knew when he was licked. He grunted once or twice then got up to go but somehow it was two hours and several pieces of pie before he got around to saying goodnight.

After that, Bill became a frequent visitor to the little parlor and folks wondered. I don't know why. If Hannah liked Bill's stubborn bluntness; if she felt the need of a strong shoulder once in a while, why, I guess that's love too.

As for those who figure that Bill made a right smart deal, well, it's true that the pie trade is a family monopoly now but when Bill told Hannah he loved her he meant it, and being the kind of woman she was she knew it was true. (Copyright)

NOT SO NUMEROUS

The Pronghorn, or Rocky Mountain antelope, Canada's fastest-running wild animal, once outnumbered even the buffalo on the western prairies.



THEIR DREAMS ARE COMING TRUE — Dr. Werner von Braun, right, German-born rocket expert who is now chief of the U.S. Army's Guided Missiles Division, and Willy Ley, world-renowned exponent of space travel, meet in New York City as it becomes known that the United States plans to put the first man-made earth-satellite into the sky by the end of 1958. They are shown demonstrating how, by 1955, man may place in the skies a space station large enough to carry human crewmen and equipment for their survival. The station, a possible jumping-off point for the moon and man's "last great adventure"—the conquest of space—would orbit indefinitely around the earth at an altitude of 1075 miles.

Funny and Otherwise

A woman will go to almost any extreme to put a man back on his feet—if he's comfortable, and her husband.

The class was discussing the North American Indians when the teacher asked if anyone could tell what the leaders of the tribes were called.

Girl — Chiefs.

Teacher — Correct, and what were the women called?

Lad (promptly) — Mischiefs.

A passenger on his first airplane flight was being comforted by a fellow traveller.

"You have nothing to worry about," said his pal. "If your time has come, you can't do anything about it."

"That's OK," he answered, "but what bothers me is, suppose the pilot's time has come and mine hasn't!"

Hillbilly — Let's patch up this feud, Jasper, till I gets more shells from the mail-order house.

"You're getting to be a stuffy old stay-at-home," complained the wife. "What happened to all that zip you used to have?"

"Well, principally," replied the husband, "I'm beginning to feel my corns more than my oats."

Backwater College's baseball team had just lost a practice game after playing a very weak and listless nine innings.

Afterwards, they sat in the dressing room, waiting for the coach and dreading the tongue-lashing they were certain they'd get. Minutes ticked away, the room was silent and the tension increased.

Then there was a sound at the door. Every player winced, and the coach's head appeared. But only for an instant.

"Oh, pardon me, girls," the coach said and hurriedly closed the door.

Male population getting scarcer

Men are getting scarcer.

They are not yet in the rarity class. But whoever invented the story that this is a "man's world" had better take a second look at what's going on.

In cities and big population centres women overwhelmingly outnumber men. In 1950 there were 93½ males for every 100 females in our cities. Now there are only 91 males for every 100 females. And the trend is generally downward even on the farms.

It is bad enough for the American male to be reduced to minority status numerically. But he has been on the short end of the economic picture for a long while.

Women own a majority of the stock in American business, collect most of the money that's spent and bank most of the money that's not. Far more advertising is beamed at women than men; far more effort is spent in designing their clothes, fixing their hair and fashioning their jewellery.

Neither is it any secret that a modern automobile's appointments are designed for women. And if men don't like it they can always ride in the back seat!

—Philadelphia Inquirer.

Patterns

Gay kitchen Aide!



7210

by Alice Brooks

She's a wonderful helper when company comes — a gay "girl" apron to keep you neat and pretty! Easy, fun to make — use scraps! Pattern 7210: Gay kitchen aide! Embroidery and applique transfers, easy directions for making this cute apron, 16 inches long.

To obtain this pattern send twenty-five cents in coins (stamps cannot be accepted) to:

Department P.P.L.,

Household Arts Department,

60 Front Street W., Toronto.

Be sure to write plainly your Name, Address and Pattern Number.

Order our 1955 Alice Brooks Needlecraft Catalogue. Enjoy pages and pages of exciting new designs — knitting, crochet, embroidery, iron-ons, toys and novelties! Send 25 cents for your copy of this wonderful book now. You'll want to order every design in it!

There are four persons to each motor vehicle in Canada.

Alberta cities, towns, villages unite on Courtesy Driving

More than 85 cities, towns, villages and other centres in Alberta are co-operating in the Courtesy Driving campaign, according to officials of the Alberta Safety Council. The province-wide campaign is for a month's duration.

Many thousands of bumper stickers, pamphlets on the Code of the Road, and other material to assist local organizations in promoting the campaign have been sent out from ASC headquarters in Edmonton.

Some towns are waiting for local events in order to co-ordinate their progress. These include rural fairs, car bingos and such like.

The Vermillion and Vegreville Boards of Trade are sponsoring the campaigns at their fairs. In Wainwright, Mayor Dr. J. D. Wallace and secretary-treasurer, J. G. Middlemass are giving the drive their full support and co-operation. The campaign will be tied in with a service club bingo to increase interest.

In different parts of the province, the Junior Chambers of Commerce are giving their effective and enthusiastic support to this movement to reduce accidents. This is the case in Camrose for example.

Throughout southern Alberta, there is splendid co-operation, according to reports received at headquarters. In Lethbridge and Drumheller, the Junior Chambers are giving valuable support to the campaigns. In Medicine Hat, the local Safety Council branch is working in co-operation with the Teen Age club.

The Fort Macleod Board of Trade is also giving its support, while at Brooks the Boy Scouts are doing all they can to promote safer driving.

Paul Lawrence, of Edmonton, safety director for the Alberta Safety Council, and Robert Hume, supervisor for the southern Alberta area, are obtaining full reports on the progress of the campaign. A questionnaire will be sent to all towns which were supplied with material in order to ascertain the progress of the local campaigns.

In sponsoring the campaign, the Safety Council draws special attention to these seven rules of the road, which mean saving lives and are observed by courteous drivers.

1. Share the road by driving in the proper lane.

2. Allow ample clearance when passing.
3. Yield the right of way to other drivers and to pedestrians.
4. Give proper signals for turns and stops.
5. Dim headlights when meeting or following vehicles.
6. Respect traffic laws, signs, signals and road markings.
7. Adjust driving to road, traffic and weather conditions.

Strictly Fresh

Carnival owner reported to Chicago, Ill., police that someone stole his Ferris wheel. We didn't know you could get THAT dizzy riding the things.

First child to be born in an auto on the New Jersey Garden State Parkway has "Parkway" for a middle name, Lucky kid. He wasn't born on the Soviet's Kirghiz-Tajik-Sinkiang-Tibet highway.

A 74-year-old woman in Oklahoma City, Okla., recently said that "a person is never too old



to learn to drive," upon receiving her driving licence. In that case some of 'em are going to live forever, ma'am.

Recording company in San Antonio, Texas, says it will use a fiddle once owned by Davy Crockett when recording a new ballad. They're squeaking by with everything they can possibly string along about the famed frontiersman.

"Rubbing elbows," says U.S. Congressman Sam Rayburn, "with a man will reveal facets of his personality you never suspected. The same result may be achieved by rubbing fenders."

Jane Ashley Says



"Try my favorite recipe for the month"

VANILLA ICE CREAM

- ½ cup granulated sugar
- 2 tablespoons BENSON'S or CANADA Corn Starch
- ½ teaspoon salt
- 1 egg, unbeaten
- 2 cups milk
- 1½ teaspoons vanilla
- 1 cup heavy cream, whipped

MIX sugar, BENSON'S or CANADA Corn Starch and salt in top of double boiler.

ADD egg, mixing well.

STIR in milk gradually; mix until smooth.

PLACE over boiling water and cook, stirring constantly, until mixture is slightly thickened, about 5 to 6 minutes.

REMOVE from heat, add vanilla; cool.

POUR into refrigerator freezing tray.

CHILL until just firm, setting cold control for fast freezing.

REMOVE chilled mixture to bowl; beat with rotary beater.

FOLD in whipped cream; blend well.

RETURN to freezing tray; freeze 2 to 3 hours.

SET cold control midway between fast freezing and normal for storage.

YIELD: about 1 quart.

Chocolate Ice Cream: Follow above recipe. Omit egg and add 2 squares unsweetened chocolate to mixture before cooking.



For free folder of other delicious recipes, write to:
Jane Ashley,
Home Service Department,
THE CANADA STARCH COMPANY
LIMITED,
P.O. Box 129, Montreal, P.Q.



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Tourist Class from \$145

VESSEL	From MONTREAL	From QUEBEC	From NEW YORK	To
ASCANIA	Sat. AUG. 20	—	—	Liverpool
SCYTHIA	—	Wed. AUG. 24	—	Havre, Southampton
QUEEN MARY	—	—	Wed. AUG. 24	Cherbourg, Southampton
IVERNA	Fri. AUG. 26	—	—	Liverpool
MAURETANIA	—	—	Tues. AUG. 30	Cobh, Havre, Southampton
FRANCONIA	—	Wed. AUG. 31	—	Havre, Southampton
QUEEN ELIZABETH	—	—	Wed. AUG. 31	Cherbourg, Southampton
SAXONIA	Fri. SEPT. 2	—	—	Greenock, Liverpool
PARTHIA	—	—	Fri. SEPT. 2	Liverpool
CARONIA	—	—	Sat. SEPT. 3	Havre, Southampton
SAMARIA	—	Wed. SEPT. 7	—	Havre, Southampton
QUEEN MARY	—	—	Wed. SEPT. 7	Cherbourg, Southampton
BRITANNIC	—	—	Thurs. SEPT. 8	Cobh, Liverpool
ASCANIA	Wed. SEPT. 14	—	—	Havre, Southampton

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SUNSHINE CRUISES
West Indies & South America
ALL-MEDITERRANEAN
THE GREAT WORLD CRUISE

HERE AND THERE

Mrs. A. Bain has moved her household effects to Black Diamond, where she will teach school the coming term. Mr. and Mrs. W. J. Turnbull will occupy Mrs. Bain's residence here after the first of September.

During the past few days Sr. Captain and Mrs. Peter Kerr of Eventide Home have had the following friends as guests: Sr. Captain Williams of Calgary; Captain and Mrs. Jarrett and son David from Fort McLeod; Major and Mrs. James Wilder and family of Medicine Hat. Captain Kerr's mother of Windsor, Ont., is also visiting them.

Complimenting Miss Marion Bennett, who became the bride of Mr. Robert Jones on Aug. 29, the Gleichen community entertained on Aug. 17 at the Community Centre. Gifts were presented in a decorated basket of pink and white. The tea table was centred with a bouquet of sweet peas and white tapers. The hostesses were assisted by several of the bride's cousins and friends and Mrs. C. Bennett and Mrs. U. A. Jones poured tea. Contests were enjoyed by all and the three Nicholas children entertained with two musical selections. Miss Bennett thanked the ladies and girls for the beautiful gifts and many kindness shown her.

New firm to serve contractors and equipment owners. As a service to contractors and owners of contracting equipment throughout Alberta, Barmac Equipment Rental Registry has been organized at Red Deer. The new organization will eliminate a problem that has plagued contractors and equipment available to contractors when and where they need it by registering at its office all contracting equipment in Alberta. As a result, hours of time and effort will be saved the contractor in searching for the particular machine he needs. Conversely the service will be of great value to equipment owners in getting idle equipment to work on a contracting job. Barmac Equipment Rental Registry is a subsidiary of Western Carriers Ltd. of Red Deer.



By Dr. F. J. Greaney, Director.

Line Elevators Farm Service, Winnipeg, Manitoba.

Sponsored by the following companies: Federal, Alberta Pacific, Pioneer, Canadian Consolidated, Peterson, McCabe, Parrish & Heimbecker, Inter-Ocean, Ellison Milling and Quaker Oats.

"BLASTING" IN OATS

Owing to late seeding, many oat fields throughout the Prairie Provinces are likely to be severely affected this year by a disease known as "Blast of Oats".

Cause and Effect. Blast of oats is a non-parasitic disease. The cause of this trouble has been traced to environmental conditions. Actually, its presence in an oat crop is a symptom of subnormal or unfavorable growth conditions. It is known, for instance, that the exposure of young oat plants, when they are about 6 to 8 weeks old, to such factors as drought, high temperatures, unbalanced soil fertility, damage from root rot, and severe leaf injury resulting from disease or insect attack exaggerates "blasting" in oats. In some seasons, the amount of "blast" in certain oat fields is very high, and losses in yield from the disease are considerable.

Blast of oats is a form of spikelet sterility. The "blasted" or "diseased" spikelets, which occur mainly on the lower branches of the panicle, are underdeveloped. The blasted spikelets produce no kernels, and the chaff is reduced to white, thin, papery shreds. This "blasted" condition is often very common and quite conspicuous in late-seeded oat fields. Some oat varieties are more susceptible to "blasting" than others.

Control. By way of control, about all that can be done is to provide the oat plants with as favorable soil and growing conditions as possible. Severe yield losses from "blast of oats" can usually be avoided by the early seeding of recommended and well-adapted varieties. Early seeding is important because it enables the oat plants to make the best use of spring moisture, and to complete the important initial stages of growth before they are subjected to hot, dry weather, or suffer serious damage from diseases and insects. However, although early seeding is beneficial, it does not entirely control the "oat blast" disease.

CLASSIFIED ADS

WANTED Immediately — neat appearing man to supply families in Gleichen locality. Products well known. Real opportunity for a hustler. Products furnished on credit. Write The Rawleigh Co., H-189-59, Winnipeg, Man. 25

FOR SALE—1951 Mercury Sedan. Overdrive, New tires, very good throughout. \$1,100 or best offer. Phone No 4 Arrowwood. 24

Three elderly gentlemen were sitting around the stove discussing how they would prefer to shuffle off this mortal coil. "When I go I want to go fast. Like maybe an airplane accident," said the first, a youth in his seventies. "Me too," said the 80-year-old, "only to make sure it was fast, I think I'd want it to be a jet plane accident." Turning to the third, 93 his last birthday, they said: "What about you, Ike? How'd you like to go?" Ike knew without giving it a second thought. "I'd like" he said "to be shot . . . by a jealous husband!"

Twenty-four out of every 100 Canadians have telephones.

(Continued from page 1)

Crop Damage

ate permits for separate farms, even though each farm may be much less than two square miles in area.

Any person killing birds to protect cereal crops under either a general or a local permit must not kill birds which are not actually in or over the crops which he is protecting. The reason for this is obvious; it is so that the crop protection may be most efficient, and also that the permit may not be made the excuse for mere sport or pot hunting.

For similar reasons, a person shooting under a permit must not discharge firearms within 50 yards of any water area. As fifty yards is a normal shot gun range, this restriction will not prevent him from shooting at birds anywhere within the field which he is protecting. Another reason is that only a few kinds of ducks chiefly mallards and pintails, damage crops. A slough beside a

grain field may contain numbers of waterfowl, but many—possibly all—of the ducks in the slough may have no interest in the grain. Shooting the ducks in the slough may therefore be killing harmless birds while the real culprits are busy in the field.

There is no limit on the number of birds which may be killed by a man shooting under a crop protection permit. This is reasonable, because the protection would be useless if the farmer had to stop shooting after killing a fixed number of birds. There is, however, a limit the number of ducks a man may possess, varying from province to province; in Alberta to limit is generous, provided that half or more of the ducks possessed are mallards, the principal grain eaters. If a man is shooting ducks under permit kills more than the possession limit, he should try not to waste the good food; he should give away the extra ducks. It is against the law to sell wild ducks.

A man shooting under crop protection permit must not use blinds or other concealment, duck or goose calls, or decoys. This, as will quickly be seen, is quite reasonable. The object of the permit is to protect crops, not to kill ducks. A man staying behind a blind in one spot, attracting birds to him by calls or decoys, will probably kill more ducks than if he were walking over the field, but he will certainly be doing less to protect the crops throughout the field; and he may even be wasting effort and ammunition by attracting and killing ducks which are not actually grain eaters of which would otherwise have stayed out of the field.

Waterfowl are a valuable resource of Canada. They provide Canadians each year with a total of some 3,000 tons of palatable and nutritious meat. Indirectly they provide employment and income to thousands of Canadians connected with the tourist trade and with industries supplying firearms, ammunition, and hunting clothing and equipment; primary producers, such as farmers, also benefit. Unfortunately some kinds of ducks, in some areas and at certain times, are a costly nuisance to farmers.

The crop protection regulations have been devised to give farmers the greatest possible powers to protect their crops, without un-

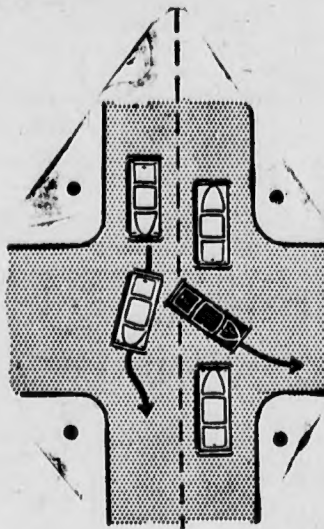
duly harming a great economic and recreational resource from which farmers, as well as other citizens, derive pleasure and profit. Since the present regulations were established in 1953, they appear to have worked satisfactorily, but the situation is be-

ing carefully watched by provincial and federal game authorities. If it should be found necessary to make adjustments in order to safe guard farming or game management interests, or to make the regulations work more smoothly, action will be

taken as promptly as possible. The problem is a thorny one for both farmers and game administrators, but with sincere co-operation and understanding on both sides there is every hope of advancing towards a satisfactory solution.



Safety Sam Says...



DON'T HOLD UP TRAFFIC . . . LET THE OTHER DRIVER MAKE A LEFT HAND TURN THROUGH YOUR LANE

You are proceeding with the green light through an intersection. You see a motorist trying to make a left turn. Do you make it a habit to slow down and wave him through?

This courteous act only takes a few short seconds of your time and often such an act unblocks the way for other motorists turning left through the intersection.

So, spare 5 seconds for courtesy and wave the motorist through whenever you can. He'll appreciate your kindness and you'll be pleased with yourself, too.

Published with a view to improving the courtesy of the road . . . by

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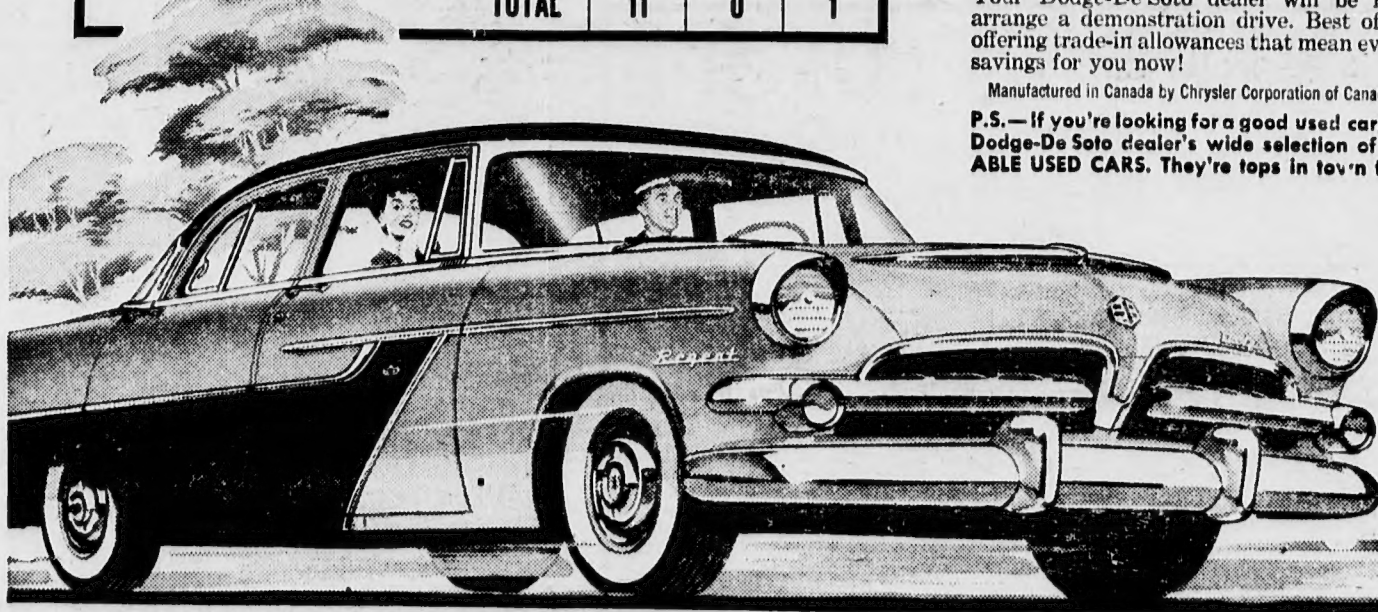
Dodge gives you new "highs" in performance, too . . . with the long-lived thrift of the PowerFlow 6. Or the dynamic power of an advanced-design Hy-Fire V-8.

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P.S.—If you're looking for a good used car, see your Dodge-De Soto dealer's wide selection of DEPENDABLE USED CARS. They're tops in town for value!

EXTRA FEATURES AND FACTS	DODGE	Car "F"	Car "C"
OVER-ALL LENGTH—Dodge is longest in its field!	207.4"	198.5"	195.6"
FULL WRAP-AROUND WINDSHIELD—wraps at top and bottom.	Yes	No	No
ADJUSTABLE HIGH-LEVEL VENTILATION—fully adjustable.	Yes	No	No
ELECTRIC WINDSHIELD WIPERS—constant-speed operation.	Yes	No	No
REAR VENT WINDOWS—better rear compartment ventilation.	Yes	No	No
RESISTOR-TYPE SPARK PLUGS—last up to 5 times longer.	Yes	No	No
ORIFLOW SHOCK ABSORBERS—self-adjusting, automatic.	Yes	No	No
DUAL-CYLINDER FRONT WHEEL BRAKES—more even braking.	Yes	No	No
BONDED-TYPE BRAKE LINING—longer wear, more grip area.	Yes	No	Yes
INDEPENDENT PARKING BRAKE—separate braking system.	Yes	No	No
"SAFETY-RIM" WHEELS—help hold tire on wheel in blowouts.	Yes	No	No
TOTAL	11	0	1



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